

ECU College of Business Celebrates 75 Years

The College of Business at East Carolina University will mark its 75th anniversary in fall 2011 with special celebrations planned to honor its graduates and accomplishments.

"The success of the College of Business is reflected in the many successes of our alumni," said Stanley G. Eakins, interim dean of the College of Business. "It's humbling to consider the impact that our thousands of graduates have had in our community, our state, our nation, and our world."

To mark its 75th anniversary, the College is inviting all business students, alumni, faculty, and friends to join in a special Homecoming celebration on Saturday, October 29, when the College of Business will host a social event during the Homecoming Parade.

The College is also announcing its Diamond Anniversary Campaign, which will aim to create a \$7.5 million merit-based scholarship pool for business students.

"This will be an exciting year as we celebrate 75 years of excellence, along with the accomplishments of our graduates and partners," Eakins said. "Thank you to students, alumni, corporate partners, staff, and faculty who have helped to shape the program over the years. We look forward to the next 75 years."

Leadership Changes in the College of Business

Dr. Stanley G. Eakins has been named interim dean of the College of Business effective April 15. Eakins has served as associate dean of the College for more than five years and is a former chair of the Department of Finance. An internal search for a permanent dean is currently underway and should be completed later this fall.

The College's previous dean, Dr. Rick Niswander, took the position of vice chancellor for administration and finance at East Carolina University on a permanent basis after serving in an interim role for several months. Niswander had been dean since 2004.

As part of other leadership changes within the College of Business, Dr. Paul Schwager, interim assistant dean for assessment, accreditation, and curriculum and associate professor for the Department of Management Information Systems, is now acting associate dean. He will continue to focus on the College's assessment program, graduate programs, and continuing documentation for AACSB accreditation. Dr. John Kros in the Marketing & Supply Chain

Management department is chairing an internal search for a permanent associate dean.

Dr. Margaret O'Hara is serving as assistant dean. In this role, she oversees the College's undergraduate curriculum and development for both faculty and students.

Dr. Lee Grubb, who has served as the chair of the College's leadership committee for the last few years, will assume greater responsibilities for the Leadership and Professional Development program. This includes overseeing the hiring of new leadership course faculty, curriculum development, and course scheduling.

Dr. Shanan Gibson has served as chair of the College's new portfolio committee since it was created. Going forward, she will assume increased responsibility for iwebfolio training, portfolio content, portfolio marketing initiatives, and iwebfolio reporting – all part of the new Leadership and Professional Development program.

Finally, the College's Computer Services

department has been renamed Information and Technology Services and is now led by Bill Wittman as director.

"I am extremely grateful for the willingness of these fine faculty to assume these positions," Eakins said. "I am confident they will work effectively to maintain our momentum on the many initiatives we have underway. The College has emerged as the campus leader in many areas, and we plan to maintain this position."



Interim Dean Stan Eakins

www.business.ecu.edu

College of Business

75 YEARS OF EXCELLENCE



College of Business

COLLEGE NOTES

Homecoming Social Planned for Saturday, Oct. 29

Join us for the annual College of Business Homecoming Social!

Come celebrate our 75th anniversary with College of Business alumni, faculty, staff, students, and friends during the Homecoming Parade on Saturday, Oct. 29. Stop by with your family for coffee, continental breakfast, Pirate hospitality – and enjoy the Homecoming Parade!

The College of Business tent will be located on the lawn between

Chancellor's Way and Fifth Street (across from the intersection of Fifth St. and Student Street).

The event is free and is scheduled for 9:30-11:30 a.m. No RSVP is necessary. For more information, contact Anne Fisher at fishera@ecu.edu or 252-328-6377.

We hope to see you there!



MARK YOUR CALENDAR!

Who: College of Business alumni, faculty, staff, students, and friends

What: Annual College of Business Homecoming Social

Where: ECU Campus, on the lawn between Chancellor's Way and Fifth Street

When: Saturday, Oct. 29, from 9:30-11:30 a.m.



New Changes in Academic Advising Target Student Needs

The College of Business Academic Advising Center, housed in the Center for Student Success, recently restructured itself to better serve special student populations, including first year, online, and new entering transfer students – similar to efforts made at the University level.

“The Undergraduate Admissions Office and the Office of Student Transitions and First Year Programs at ECU have all hired staff to work specifically with transfer students, and we wanted to mirror this,” Karen Kus, director of the College of Business Academic Advising Center, said. “We believe it will enhance everyone’s academic experience.”

As part of the reorganization, three new experienced academic advisors have joined the College of Business staff: Kristen Harris, Amy Eason, and Kelli Johnston.

Harris will work exclusively with all new first year students. When students have finished their first two semesters, they will then transfer to one of the ongoing advisors, including Amy Eason, Kelli Johnston, veteran advisor Brad McAllister, or director Karen Kus, until they graduate.

Two other veteran advisors Travis Bulluck and Kevin Williams will work primarily with online and new entering transfer students. These two groups represent a growing population in the College, and their needs often differ from those of traditional students. Students assigned to Bulluck and Williams will remain with them until they graduate.

“We want to help students make the most of what we have to offer in the College of Business,” Kus said. “We want to be among the first to welcome students to campus, and we want to be the first in line to congratulate them at graduation. In between we work closely with the Business Communication Center and the Career Services Office to help students develop the 21st century skills they need to be successful in life.”



College of Business Academic Advising Staff (front row, left to right: Travis Bulluck, Karen Kus, and Amy Eason. Back row, left to right: Brad McAllister, Kevin Williams, Kristen Harris, Harriett Moore, and Kelli Johnston.)

75 YEARS OF EXCELLENCE

COLLEGE NOTES

Air Force General to Speak at ECU

East Carolina University alumnus and U.S. Air Force General Gary L. North will speak at ECU as part of the College of Business Cunanan Leadership Speaker Series on Nov. 10, 2011. The public is invited to attend this free event, which will begin at 3:30 pm in Wright Auditorium at ECU.

Gen. North currently serves as Commander of Pacific Air Forces, which is responsible for Air Force activities spread over half the globe in a command that supports 45,000 Air Force people serving principally in Hawaii, Alaska, Guam, Korea, and Japan. In addition, North serves as Air Component Commander for U.S. Pacific Command and Executive Director for Pacific Air Combat Operations Staff at Hickam Air Force Base, Hawaii.

Gen. North was commissioned in 1976 as a distinguished graduate from East Carolina University's ROTC program. He has held numerous operational, command, and staff positions, and he has completed four long and four short overseas tours. He has served two tours on the Joint Staff, serving as executive officer to the Director of the Joint Staff, and as Director of Politico-Military Affairs for Asia-Pacific, where he was responsible for regional planning and policy for the Asia-Pacific, South Asia, and Central Asia regions. He has served on the Air Force Staff as the Chief, Joint Requirements Division and Deputy Director of Joint Matters, and as the Director for Operations, U.S. Pacific Command, Camp H.M. Smith, Hawaii.

He is a command pilot with more than 4,600 flying hours, primarily in the F-4, F-15 and F-16. He flew 83 combat missions in Operations Desert Storm, Southern Watch, Iraqi Freedom, and Enduring Freedom.

The Cunanan Leadership Speaker Series is made possible by a gift from alumni Steve and Ellen Cunanan of Richboro, Pa. Matching funds are also provided by the Johnson & Johnson Foundation. The Series brings distinguished leaders to Greenville, representing for-profit and non-profit firms, entrepreneurial activities, government, and public affairs. Topics highlight leadership, professional development, ethics, and the role of business in modern society.



Gen. Gary L. North

Mark Your Calendar

Who: U.S. Air Force General
Gary L. North

What: Cunanan Leadership
Speaker Series

Where: Wright Auditorium at ECU

When: Nov. 10 at 3:30 p.m.



College of Business

COLLEGE NOTES

New Leadership Course Launched

A new junior-level leadership course in the College of Business launched this fall, the latest class offered as part of the Leadership and Professional Development program.

In Leadership 2, students examine topics in professionalism and leadership, giving them the tools necessary to monitor and manage themselves in diverse, professional environments throughout their career. Students will discuss why professionalism and business etiquette matter and investigate topics in ethics, values, and beliefs. Culture and diversity will be woven throughout the entire course to help students evaluate companies and situations for cultural fit based on knowledge as well as personal values.

The course will also partner with the College of Business Career Services Office, so that students can create a resume and begin to build their professional network

through informational interviews. Students will recognize that every encounter, whether in person, written, or verbal, portrays an image. Throughout the course students will explore appropriate workplace conduct.

The course uses Emily Post's "The Etiquette Advantage in Business" and "Strengths Finder 2.0" as the course textbooks, along with hands-on activities throughout the semester including etiquette dinners and practice interviews.

The course, which offers both face-to-face and online sections, is taught by Anthony David (T.D.) Gribble and Sharon Justice.

"The junior year is when companies begin to recruit students on campus, and this course helps foster senior-year preparedness," Gribble and Justice explained. "We help students learn

who they are, how they can best fit in an organization, and where they can be the most successful."

Gribble, an ECU graduate, has taught multiple business courses since 2002, after returning from a one-year study at Osaka Kyoiku Daigaku (Osaka Education University) in Japan. He has also taught courses to universities in Malaysia and China using global classroom technologies at ECU. On campus, he is active in the martial arts programs at ECU and in the community.

Justice recently joined the faculty at ECU after working for more than 20 years in various business sectors, focused on strategically growing businesses while equipping leaders and individuals for success. She spent 15 years as human resources manager with Wachovia and Wells Fargo bank. As a senior vice president, she most recently served as a

human resources consultant for government and institutional banking serving the government, education, nonprofit and healthcare sectors. Justice earned her undergraduate and graduate degrees from ECU.



T.D. Gribble



Sharon Justice

Summer Study Abroad Trips to China, The Netherlands Successful

The College of Business completed its first ever study abroad trips to China and the Netherlands during summer 2011. Throughout the two trips, students shared their cultural experiences through a travel blog featured on the main ECU web site.

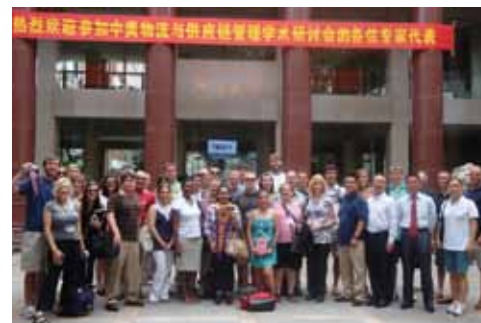
For the first summer session, students traveled to China for two weeks, including visits to the major cities of Hong Kong, Guangzhou, Nanjing, Shanghai, and Beijing. They also visited two universities: Sun Yat-Sen University in Guangzhou, a top university and business school in China, and China Pharmaceutical University in Nanjing. Students toured companies including Port of Guangzhou, FedEx Hub in Guangzhou, UPS Hub in Shanghai, Shanghai Futures Exchange, Lenovo Headquarters in Beijing, and Beijing Northstar Industrial Group – one of Beijing's largest real estate developers. Two additional faculty members, Drs. Scott Dellana and Ed Doty, also accompanied the group to China.

During the second study abroad session, 19 students, two faculty members, and one administrator (Dr. Jim Westmoreland, associate dean for external affairs) visited the Netherlands, where they were hosted by the College of Business' exchange partner university in Arnhem, HAN University. Instruction included dealing with the Dutch, business processes in the Netherlands, the Dutch and European economy, European marketing, and the European business culture.

The College of Business Summer Study Abroad program is open to both undergraduate and graduate students. The program includes three weeks of instruction on campus or online followed by two weeks of activities at the designated foreign location. The summer study abroad faculty team for 2011 included Drs. Tope Bello (MGMT), Haozhe Chen (MSCM), Amy McMillan (MGMT), and Elaine Seeman (MIS). Chen and Seeman accompanied students to China; Bello and McMillan

accompanied students to the Netherlands. The summer study abroad sites for 2012 are Australia and Argentina during the first and second summer sessions, respectively.

To read about the students' study abroad experiences in international business, visit <http://blog.ecu.edu/sites/cobsummerabroad>.



The College of Business visits Sun Yat-Sen University in Guangzhou, China.

75 YEARS OF EXCELLENCE

FACULTY NOTES

College of Business Faculty Recognized for Excellence

Faculty members throughout East Carolina University were honored with teaching awards and other accolades during a special Founders Day ceremony on April 26. The College of Business enjoyed strong representation across various categories, both in nominations and awards.

Board of Governors Distinguished Professor for Teaching Awards

ECU awarded Dr. Ravi Paul (MIS) one of six Board of Governors Distinguished Professor for Teaching Awards. Each UNC System university presents six of these awards annually to recognize and support excellent teaching. Dr. Kenneth MacLeod (MSCM) was also a nominee for the award.

Board of Governors Award for Excellence in Teaching

Drs. John Kros (MSCM), Cal Christian (ACCT), and Kenneth MacLeod (MSCM) were all nominated for the Board of Governors Award for Excellence in Teaching, the highest teaching award given at the university. Each UNC System university presents one of these awards annually to underscore the importance of teaching and to encourage, identify, recognize, reward, and support good teaching.

Max Ray Joyner Award for Faculty Service through Continuing Education

Dr. Kenneth MacLeod (MSCM) was honored with the Max Ray Joyner Award for Faculty Service through Continuing Education. This annual award is funded by an endowment from Max Ray Joyner, a former chairman of the ECU Board of Trustees and longtime supporter of the university. The award honors an outstanding faculty member who has shown commitment and enthusiasm in teaching and mentoring off-campus students – and also demonstrates excellence in the delivery of courses offered through distance education. College of Business faculty members nominated for the award included Drs. Brett Cotten (FINA), Michael

Harris (MGMT), John Kros (MSCM), and Ravi Paul. Cotten and Paul were among the finalists.

ECU Scholar-Teacher Awards for 2009-2010

ECU honored Dr. Ravi Paul (MIS) with one of 10 ECU Scholar-Teacher Awards for 2010-2011. The award, one of the most prestigious offered at ECU, recognizes faculty members who effectively integrate research/creative activity in classroom.

East Carolina Alumni Association Award for Outstanding Teaching

The East Carolina Alumni Association Awards are supported annually by donations to the Alumni Association. Sixteen faculty members were nominated for the awards with Dr. Ravi Paul (MIS) designated as the Robert L. Jones award recipient. Other College of Business faculty members nominated for the award included Drs. Brett Cotten (FINA), John Kros (MSCM), Kenneth MacLeod (MSCM), and Jason Oliver (MSCM).

James Talton Jr. Leadership Award

Dr. Michael Harris (MGMT) was one of 15 nominees for this inaugural award, which recognizes a servant leader on campus.

Centennial Awards for Excellence

The Centennial Awards for Excellence recognize four areas: service, leadership, ambition, and spirit. Karen Kus, director of the College of Business Academic Advising Center, was awarded the Centennial Award for Excellence in Spirit in honor of her work with the ECU Pirate Summer Read Committee. Former College of Business Dean Rick Niswander was a nominee for the Centennial Award for Excellence in Service.

Servire Society

ECU inducted six College of Business faculty and staff members into the 2011 Servire Society, an organization that honors those who have demonstrated a commitment to volunteer service by contributing at least 100 hours to



Faculty members Dr. Ravi Paul (left) and Dr. Kenneth MacLeod were honored with teaching awards presented on April 26.
Photo courtesy of Jim Westmoreland.

the community in the previous year. College of Business recipients included:

- Robin Armstrong (third year), former Assistant Director for Graduate Programs
- Dr. Haozhe Chen (first year), Assistant Professor, Department of Marketing & Supply Chain Management
- Nancy Ray (fourth year), Teaching Instructor, Department of Finance
- Paul Russell (second year), Assistant Director for Graduate Programs
- Tina Williams (fourth year), Director for Graduate Programs
- Tiffany Woodward (second year), Teaching Instructor, Department of Management

College of Business

FACULTY NOTES

Claxton Honored by the College of Nursing

The ECU College of Nursing has honored Dr. Reid Claxton (MKTG) for his service and contribution to the school over the past decade. On April 9, the College of Nursing presented Claxton with a special award at its 50th Anniversary Gala.

Claxton began working with the College of Nursing in 2001, helping officials in the school with market segmentation, targeting, brand positioning, and other marketing needs. He first became involved through his former MBA student, John Core, who serves as assistant dean

for administration and finance in the College of Nursing.

“Basically we had to position the College of Nursing for the 21st century,” Claxton explained. “This included reminding the nurse-starved world that the ECU College of Nursing is a tremendous national healthcare asset.”

Claxton says the College of Nursing is led by a large number of very talented and dedicated educational professionals, including Vice Chancellor Phyllis Horns, Dean Sylvia Brown, and Assistant Dean John Core.

Claxton is in his 20th year as an associate professor of marketing in the College of Business. He previously spent 11 years in product management, advertising, and direct marketing. His research interests include direct marketing, family configurations, materialism, values and value systems, cognitive style, and other psycho-social factors that affect marketing and consumption. He earned his PhD from the University of Arkansas in 1992.

Herdman Honored with Best Paper Award

Dr. Andrew Herdman’s research on “uncivil organizations” has been selected as the HR division’s best paper of 2011 by the Academy of Management.

Herdman and his co-authors, Jeffrey Arthur with the Pamplin College of Business and Jae Wan Yang with Virginia Polytechnic and State University, presented their work at the annual Academy of Management conference, a premier conference for management researchers. The conference was held in San Antonio from Aug. 12-16. Their research was also featured in a researcher-practitioner forum at the meeting.

The paper, titled “How a Climate for Incivility Affects Business Unit

Performance: Testing a Linkage Model,” explores how incivility – including rudeness, lack of mutual respect, and condescending comments or cruel jokes – affects organizational performance.

“To date, we’re limited in knowing the true costs of workplace incivility,” Herdman explained. “In our paper, we present a first effort to model an incivilities relationship with organizational performance by introducing a climate for incivility—an organizational level phenomenon describing the degree to which acts of incivility are commonplace.”

Using a sample of 82 hotels and multi-source data, Herdman and his co-authors explored how a climate

for incivility can emerge, and then they empirically demonstrated its consequences on teamwork, customer satisfaction, and financial performance.

“Incivility tends to breed more incivility, and that can pervade an organization,” Herdman said. “Our findings show that incivility is worthy of attention and managerial action, especially given its relationship with service and financial outcomes.”

Herdman is an assistant professor in the Department of Management at ECU, where he has taught since fall 2007. Prior to earning his PhD in Management from Virginia Tech University, he served as vice president of human resources at



Dr. Andrew Herdman

Crown American Properties, L.P., a Pennsylvania-based real estate development company. Herdman is a graduate of the Pennsylvania State University where he earned a BS in Labor and Industrial Relations. He also received an MA in Industrial Relations from Saint Francis University.

ECU’s Personal Finance Message Goes Nationwide



Bill Pratt

Bill Pratt, teaching instructor, author, and assistant director of the Financial Wellness Initiative at East Carolina University’s College of Business, has taken his presentation about the importance of personal finance nationwide – speaking to officials at other colleges and universities from Florida to Boston.

Pratt recently led a one-day workshop to peer counselors at Valencia College in Orlando, Fla. in concert with the NSLP, a leading non-profit organization with 25 years of experience in providing integral student financial education and debt management services. Topics included financial planning and budgeting, managing credit and debt, and presentation skills.

Pratt has also presented his personal finance message to national conferences, including the National Association of College and University Business Officers in Orlando as well as the National Association of Student Financial Aid Administrators in Boston.

“Personal finance isn’t just for business majors,” Pratt said. “All students should learn how to manage their finances and control spending to avoid major pitfalls down the road. We need to teach these life skills on more college campuses and help students achieve financial literacy.”

FACULTY NOTES

College of Business Faculty Give Back

Faculty support is important to the College of Business; their generosity helps the University achieve its mission while also demonstrating to our donors, along with our legislators, that those who work here are financially committed to ECU and its students.

The College is fortunate to have many faculty and staff who provide financial support to the College of Business. Some have been supporting the College for more than 20 years, while others fund annual academic scholarships or help meet departmental needs. Numerous faculty and staff have their gifts come directly out of their paychecks through payroll deduction.

Below are just a few examples of the many faculty who give back to the College of Business. We plan to highlight additional faculty in future issues of Stocknotes.

Annual Giving

For the last five years, Interim Dean Stanley Eakins and his wife, teaching instructor Laurie Eakins, have funded an annual scholarship in the College of Business called The Eakins Scholarship. It serves as an important way to support top-performing students who have financial needs. The scholarship has been awarded

to four finance majors and one MIS major since it was created in 2007.

“We believe education is vital, so we wanted to give a scholarship to someone who may not otherwise be able to go to college,” Stan and Laurie Eakins said. “After paying for our own five degrees between us, plus multiple degrees for our children, we wanted to keep making education possible for students.”

Endowed Scholarships

Teaching Instructor John Davis says his scholarship story has two parts. The first part involves an old college friend who was a fundraiser for ECU and helped Davis meet his future wife in exchange for joining the Chancellor’s Society in the early 1990s. The second part involves Davis’ personal connection to ECU – although he was a “late bloomer” in college, ECU gave him another try as a graduate student after he proved he could make it for two years in the business world.

During ECU’s Shared Vision Campaign, Davis used his endowment to fund the Small Business Program in the College of Business. Later, when funds for that program were secured elsewhere, Davis diverted his funds to a scholarship in

honor of his parents, Grady and Martha Davis, who owned a small family business in Windsor, N.C. The scholarship is awarded annually to students studying small business and entrepreneurship in the College’s management concentration.

“ECU, her administrators, and faculty gave me the love of my life and one heck of a career. My mom and dad were salt of the earth people of the greatest generation. It was an easy choice to honor them all,” he said.

Estate Planning

As a former ECU student who recently returned as a marketing professor, Tracy Tuten wanted a way to help pay back what the university has done for her. Tuten says her will specifies her full estate will transfer to the ECU Foundation for the general use of the College of Business.

“ECU helped shape all of my professional success,” Tuten explained. “I’ve worked, taught, and researched with leading scholars from all over the world, and I’ve always felt that I was just as well prepared as those I worked with (sometimes better prepared). In other words, ECU prepared me to stand toe to toe with people from top 10 schools.”

Kleckley Speaks on Economy in WRAL-TV Interview

ECU finance professor James Kleckley was interviewed on Raleigh’s WRAL-TV in July regarding the state’s economic health and unemployment issues. Kleckley is also director of the Bureau of Business Research at ECU.

WRAL-TV reported that as bleak as North Carolina’s official 9.7 percent unemployment rate is, it doesn’t completely reflect the number of people struggling to make ends meet and the fragile condition of the state economy. The traditional state and national unemployment numbers are based on household surveys and include only those who meet three criteria: they must be out of work, receiving benefits, and actively seeking a new job.

Several economists like Kleckley told WRAL-TV that a more accurate picture can be seen in

what the U.S. Bureau of Labor Statistics calls the U-6 number. That includes people so frustrated they gave up an active job search, those scraping by on part-time work because they can’t find full-time employment, and those in the midst of training for a career change.

Using U-6 figures, North Carolina’s unemployment rate would be 17.5 percent – the ninth highest in the U.S. The national jobless figure would be 16.5 percent instead of 9.1 percent.

“That collective conscience we have to create jobs just isn’t what it used to be. We’re scared,” Kleckley told WRAL-TV. “What we’re seeing now is really the structural kind (of unemployment) where the jobs aren’t there for the people’s training.”



Dr. James Kleckley

College of Business

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ECU Recognizes Years of Dedication

More than 30 faculty and staff in the College of Business were honored in June for their longstanding service to East Carolina University including two individuals with 25 years of service.

Listed below are College of Business faculty and staff who were recognized for 5, 10, 15, 20, and 25 years of service.

Eugene Hughes Professor, Dept. of Management 25 years	Harriett Moore Administrative Support Associate 15 years	Kaysia Campbell Assistant Professor, Dept. of Finance 5 years
Nora Tucker Administrative Support Associate 25 years	Terrence Boardman Teaching Instructor, Dept. of Marketing & Supply Chain Management 10 years	Brett Cotten Assistant Professor, Dept. of Finance 5 years
Tope Adeyemi-Bello Professor, Dept. of Management 20 years	Cal Christian Associate Professor, Dept. of Accounting 10 years	John H. Davis Teaching Instructor, Leadership & Professional Development Program 5 years
John Bradley Professor, Dept. of Management Information Systems 20 years	Margaret Conchar Assistant Professor, Dept. of Marketing & Supply Chain Management 10 years	Jeff Hope Computer Support Technician 5 years
Stan Eakins Interim Dean 20 years	Karen Kus Director, College of Business Advising Center 10 years	Joy Karriker Assistant Professor, Dept. of Management 5 years
Richard Hauser Associate Professor and Chair, Dept. of Management Information Systems 20 years	Barbara Patterson Research Associate 10 years	James Orr Teaching Instructor, Dept. of Management Information Systems 5 years
Roger McIntyre Professor, Dept. of Marketing & Supply Chain Management 20 years	Anthony Polito Associate Professor, Dept. of Marketing & Supply Chain Management 10 years	L. Melita Prati Assistant Professor, Dept. of Management 5 years
Roy Simerly Professor, Dept. of Management 20 years	Paul Schwager Acting Associate Dean, Associate Professor, Dept. of Management Information Systems 10 years	Phillip Raynor Computer Repair Technician 5 years
Kenneth Anselmi Associate Professor and Chair, Dept. of Marketing & Supply Chain Management 15 years	John Wall Teaching Instructor, Dept. of Management Information Systems 10 years	Paul Russell Assistant Director, Graduate Programs 5 years
Joseph Hagan Associate Professor, Dept. of Accounting 15 years	Harold Wise Teaching Instructor, Dept. of Management Information Systems 10 years	Kevin Williams Advisor 5 years
Michael Harris Assistant Professor, Department of Management 15 years		

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ALUMNI NOTES

2011

Trent Abraham (MGMT) is joining the United States Air Force, Special Forces.

Gideon Alexander (MKTG) works for Monsanto with the Channel Seeds brand in Hastings, Neb. He feels that his ECU education has prepared him to succeed.

Megan Brothers (MGMT) will attend Campbell University's School of Law beginning this fall.

Mackenzie Coghlan (MGMT) is a security analyst trainee at SeNet International Corporation in Oakton, Va.

Kelly Elaine Hardy (MBA) married **Jason Matthew Deans (DSCI '99, EXSS '01)** on April 30, 2011 at Immanuel Baptist Church in Greenville.

Claire Judd (MIS) is an associate systems analyst with Fidelity Investments in Greensboro.

Coleman Matthews (MGMT) is a marketing/sales associate with Johnson Greenhouses, Inc. in Statesville.

Tamara Peak (MKTG) started a job at dataZen Engineering after graduating in May. She is the innovation marketing specialist and has marketing and data integration duties.

Sherry L. Steele (MGMT) is a merchandising analyst for Practicon, Inc. in Greenville.

2010

Wylie Starr Bindeman (MBA, FINA '09) is assistant controller for Warren Oil Company, Inc. in Dunn, N.C.

Bill Jacobs (MBA) is Co-Director of Support Ministries at Covenant Church in Greenville.

Katelyn Johnson (MGMT) recently accepted a position as Recruiting Coordinator at McKinney in Durham.

Rob Mitchell (ACCT) is a staff accountant with Mitchell and Nemitz, PA in Wake Forest.

D. Heath Nisbet (MSA, ACCT '96) began working with Wachovia/Wells Fargo in March as a credit analyst in the Business Banking Group in Greenville. He is an assistant vice president with the bank.

2009

Erika Lynn Conway (MGMT) was promoted to bank center manager at Bank of America and manages the branch on West First Street in Greenville. She was previously assistant branch manager at Bank of America in Washington, N.C.

Jennifer Dickens (MKTG) is a data management specialist with Family Dollar Stores in Belmont, N.C. She is engaged to Derrick Cloninger.

Michael Dickerson (MKTG) is SEO Coordinator for Red Ventures in Charlotte.

Luke Fitzwater (MIS) is database administrator for Ultralife Corporation in Newark. He and his wife Sarah reside in Livonia, N.Y.



Travis Harmon

Travis Harmon (MKTG) is a project coordinator for Southern Industrial Constructors, Inc. in Raleigh.

Autumn Hektor (ACCT & FINA) has transferred from the N.C. Department of Corrections to the N.C. Department of Health and Human Services effective Aug. 2011. She has also taken the two necessary classes at Pitt Community College to become a Certified Pharmacy Technician.

Jordan Isley (MGMT) is a recruiting agent with AFLAC in Greenville.

Stephanie Larson (ACCT) was previously a staff accountant for Lockheed Martin Corporation in Arlington, Va. Her division divested from Lockheed Martin a few months ago and was bought by a private equity firm called Lindsay Goldberg. She currently works as a staff accountant on a contract within the Infrastructure Operations and Maintenance portfolio.



Stephanie Larson

Joe McLaughlin (MIS) is a network engineer with Cisco Systems in Raleigh.

Katelyn O'Brien (MKTG) is an implementation services manager for Epic in Madison, Wisc.

Charles David Parks (FINA) joined the Greensboro office of Brady Services as a staff accountant.

Chaunte Rucker (MKTG) is a brand specialist with Polo Ralph Lauren in Atlanta. Previously she was a junior marketing assistant with a children's social network. She is continuing to pursue an endeavor that will outsource bilingual staff for organizations and corporations on an as-needed basis.

Lauren Schultz (MKTG) is a sales development representative for Whirlpool Corporation. She has recently relocated from Huntsville, Ala. to the Raleigh/Durham area.



Lauren Schultz

Margaret Williams (MSA, ACCT '08) is a staff 2 accountant with Ernst & Young in Raleigh.

2008

Sarah Elder Bruce (BSA/MSA) is an associate accountant for Hutchins Allen & Company, PA in Nags Head.

Michael J. Crooke (FINA) is assistant vice president and business banking credit analyst with Wells Fargo Bank in Raleigh, where he lives with his wife Lindsey Hankins Crooke (FINA '08).

Marian Jones Emory (FINA) is an administrative support associate with the East Carolina Heart Institute in Greenville.

Dane Eubanks (MGMT) is manufacturing and materials planner for Bijur Delimon International in Kinston.

Angela Ianuzzi (MBA) recently completed her second year in her PhD program in Management at Auburn University. She recently got engaged and plans to get married in spring 2012.

Leo Johnson II (MKTG) joined Going Bananas in Greenville, which offers a variety of games and activities for children.

Garrett McNeill (FINA) worked in an orphanage in Ben Hoa, Vietnam, before heading out to Guatemala on his journey to minister to the poor in 11 countries in 11 months as a volunteer in the Great Race, a nondenominational Christian charitable

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organization. In Guatemala, his group is fitting special needs children with wheelchairs.

Ashley Mitchell (MKTG) is an immigration paralegal with Ogletree Deakins, a labor and employment law firm, in Raleigh.

Amy Scully (MKTG) is in business development for Tectonic Engineering & Surveying Consultants P.C.

2007

Chad Harrell (MBA) is enrolled at UNC-Chapel Hill, taking courses to prepare him to apply to pharmacy school.

Allison Bottoms (ACCT) is a project manager in the Fleet Modernization Program of the U.S. Navy in Washington, D.C. She will marry Mark Hoffman on September 10, 2011 in Charlottesville, Va.



Steven Such

Bernae Leah Miller (FINA) is an auditor for Fulton Financial Corporation in Columbia, Md.

Steven Such (MGMT) is office manager at the Joyner Visitor Center at N.C. State University.

2006

Jordan W. Cork (FINA) is associate with Credit Suisse in New York City in the Securities Client Management group, focusing on key institutional investor relationships of the firm. He started with Credit Suisse in Product Control in Research Triangle Park, and moved to NYC in June 2007.

Megan Handy (ACCT) and husband Samuel are the proud new parents of a baby girl, Madelyn Faye, born on November 18, 2010. She joins big brother Samuel Mark.

2005

Kenny Barrett (FINA) was promoted to senior financial services officer with the State Employees' Credit Union, where he has been employed for the past five years.

Nick Gerich (MIS) is a quality assurance manager for Chickasaw Nation Industries in Albuquerque, N.M.

Timothy James Morgan (FINA) recently passed and received the Master Workcomp Advisor designation through the Institute of Workcomp Professionals. He is a regional account executive with the Clement Companies located in Greenville, N.C.

Thomas Vrnak (MIS) is a business and technology applications analyst with the N.C. Department of Transportation in Raleigh. He is currently enrolled in the MBA program and expects to graduate in 2012.

Christopher Ryan Young (MBA) is a CTE teacher with Pitt County Schools.

Steven Young (MKTG) married **Miriam Jo Abernethy (ECU '05 and '07)** on April 4, 2009. He is box office manager for the Winston-Salem Dash. He and Miriam reside in Statesville.



Steve and Miriam Young

2004

Carlester T. Crumpler (MBA, FINA '93) and wife Yarid are pleased to announce the birth of Sophia Grace Crumpler on April 19, 2011. Carlester is vice president at Bank of America in Atlanta.



Sophia Crumpler

James Dorey (FINA) is a senior commercial real estate appraiser with CB Richard Ellis in Washington, D.C. He and his wife Corinne Spence Dorey (ECU '04) reside in Silver Spring, Md.

James Orr (MBA) recently announced the launch of Run the East LLC. The company provides event timing and race management for events throughout eastern North Carolina and surrounding areas. Orr serves as a teaching instructor in the Department of Management Information Systems at ECU.

2003

Paul Kaplar (MGMT) is a member of the Fuquay-Varina Chamber of Commerce board and president of Stephens Supply Company.



Chris Smith

Chris Smith (MKTG) was promoted to vice president at BB&T. He has been with BB&T since 2003 and is a certified mortgage loan officer in the Mortgage Lending department in Wilson.

2002

Greg Hoffman (MBA, MGMT '01) is the U.S. director of inside sales and operations for Technogent, a leading global provider of infrastructure solutions for Fortune 1000 companies. He and wife **Kelly Gray Hoffman (ECU '03)** live in Thornton, Colo.

2001

Doug Batchelor (MKTG) was named general manager at Pecheles Honda in New Bern. He was previously sales manager at Pecheles Ford Toyota in Washington.

Darren Kerr (DSCI) and wife **Karen Flores Kerr (ECU '01)** welcomed their fourth child and second son on Sept. 30. Darren is an account executive for Deltek in Hickory.

Jacob Parrish (MGMT, MPH '06) is program director of clinical reform and growth with University Health Systems of Eastern North Carolina. He recently earned the Project Management Professional (PMP) credential from the Project Management Institute. This globally recognized credential illustrates experience, education, and competency to successfully lead and direct projects.

Shanna Carraway Stallings (MBA, ACCT '00) and husband Geoff announce the birth of a son, Drake Edward, on February 21, 2011. He joins big brother Brody (5) and big sister Ella Grace (2). Shanna works for Rivers & Associates, Inc. in Greenville.

75 YEARS OF EXCELLENCE

ALUMNI NOTES

1999

Karen Oakley Moore (DSCI) is a software engineer with GE Healthcare. She and husband **Danny Lee Moore (ECU '99)** reside in Sherrills Ford, Pa.



Ira Len Rhodes (MBA, ACCT '82) is the director of institutional research at East Carolina University. He and wife **Donda Hill Rhodes (MBA '98)** reside in Winterville.

Len Rhodes

Cliff Webster, Jr. (MKTG) is manager for Greystar in Raleigh.

Jeff Yurfest (MKTG) recently received his Certified Commercial Investment Member (CCIM) designation, which is a recognized expert in the commercial and investment real estate industry. He also joined the Charleston, S.C. office of The Shopping Center Group as a retail broker.

1998

Betsy Bunting Fink (MBA, Human Ecology '90) recently earned the Project Management Professional (PMP) designation from the Project Management Institute. She is currently the director of project management at Managed Market Resources based out of Mt. Olive, N.J. She and husband Martin reside in Hampton Roads, Va. with their two boys.

1997

K. LaVette Lang Ford (MBA, School Admin. '03) was tapped as the principal of the newest elementary school in Pitt county, Lakeforest Elementary School. The school is scheduled to open in Aug. 2011 with 700 students. She has served as principal of South Greenville Elementary School for the past three years.

1993

Stephen LaRoque (MBA, FINA '85) was elected to the 2011-2012 N.C. House of Representatives for the 10th District representing Lenoir, Greene, and Wayne Counties. He is chair

of the Rules, Calendar, and Operations of the House Committee; vice chair of Appropriations Subcommittee on Natural and Economic Resources; and a member of the Appropriations, Commerce and Job Development Subcommittee on Business and Labor, Environment, and Public Utilities. Rep. LaRoque is serving his third term in the N.C. House. He and his wife Susan reside in Kinston.



Rep. Stephen LaRoque

1990

Sean M. Gilsenan (FINA) joined the Rocky Mount registered advisory firm of Whitener Capital Management as a financial planning adviser. He is a certified financial planner and a member of the Triangle Financial Planning Association.

Lt. Colonel Rob Morris (MGMT) was reassigned with the United States Air Force to RAF Waddington in the United Kingdom as an Air Force Exchange Officer with the Royal Air Force.

1988

Lisa Roberts (FINA) is a home mortgage consultant for Wells Fargo Home Mortgage serving Washington, Greenville, and Robersonville. She has received the Southeast Region's top award for customer service.

1987

Timothy Duke Roney (MBA, MKTG '85) was promoted to vice president/branch manager of Citibank in Coconut Creek, Fla., after working as a branch manager for Citifinancial for the past eight years.

1986

Martha E. West (DSCI) will complete her Master of Arts in Theology, with a certificate in Spiritual Direction, from the University of St. Catherine in Dec. 2011. She lives in Minnesota and is actively involved with the Twin Cities

Human Resource Association. Her oldest son, Mike, recently graduated from the University of Iowa.

1985

Evelyn Preast Cooper (ACCT) has started a second career as a writer and co-founder of 4GABY.com: Grits, a Brit and a Yank, which is an online magazine for women over 40. Previously, she had a long career in manufacturing accounting, including several years as a plant controller. She and husband Rick live in Duncan, S.C.



Evelyn Cooper

1982

Benjamin Todd Singleton (MGMT) is vice president at Senn Dunn Insurance in Raleigh.

1981

Paula Taylor Morris (MKTG) was honored by the White House in 2010 with the President's Call to Service Award for dedicating more than 4,000 hours of volunteer service to community programs for youth. Designed to thank Americans who inspire others to engage in volunteer service, the award was not the first to recognize Paula's commitment to the Salisbury region. In 2006, she earned the National Points of Life Award for creating a change and helping to meet critical needs in her community. Two years later, the Baltimore-based Daily Record named her one of Maryland's Top 100 Women for demonstrating professional accomplishment and making an impact through community service and mentoring. Morris has also been recognized with outstanding volunteer and leader awards from the Chesapeake Bay Girl Scout Council. She is founder of Kids with Honor and a senior lecturer at Salisbury University. She and husband James Morris (MKTG '81) reside in Salisbury, Md.

College of Business

ALUMNI NOTES

1976

Ronald D. Eure (MBA) was named installation sales manager at Fireline Corp., a fire protection equipment contractor, distributor, and service company in Baltimore, Md. He was previously the Fireline fire alarm sales representative in the Washington, D.C. market.

1972

Gary A. Jewell, CPA (BUSA) joined the Raleigh office of Pittard Perry & Crone, Inc. as a shareholder. He has operated a CPA practice in Raleigh for the past 32 years and was formerly with Jewell, deButts & Roberts.

1969

Charles Atwater (BUSA) and his wife Vickie were inducted into ECU's College of Education's Educators Hall of Fame.

GOT NEWS?
Add your own
Alumni Note at
[www.business.ecu.edu/
CONNECT](http://www.business.ecu.edu/CONNECT)

IN MEMORIAM

1950s

Thomas Allen Bennett, Sr. (BUSA '59), of Naples, Fla. and Greenville/Pine Knoll Shores, N.C., died July 19 after a courageous battle with lung cancer. Upon graduation from East Carolina, he was a teacher and later joined Wachovia Bank where over the next 30 years he would rise to vice chairman and chief operating officer. Throughout his career and into retirement, Bennett served his communities and his alma mater by volunteering in numerous organizations. He was a member of the Chancellor's Society and the Sabre Society, and served from 1981 to 1989 on the ECU Board of Trustees, including service as Chair of the Board. He also served on the Board of Visitors, and the boards of the ECU Foundation, Inc., the ECU Medical Foundation (chair 1997-2000), and the ECU Educational Foundation, the latter of which he enjoyed 15 years on the Endowment Investment Committee. Bennett was the recipient of numerous awards, including the 1998 Distinguished Service Award from the ECU Alumni Association.

Ralph Emerson "Sonny" Mills Jr. (BUSA '59) of Dover, Del., died December 13. After graduating in 1959, he began his career as an accountant, but after purchasing his first business in 1975, The Liquor Locker in Dover, he went on to own several other businesses during his career.

1960s

Richard L. "Dick" Gallimore Sr. (BUSA '65), of High Point, died Feb. 1. He worked for 3M Co. for 33 years as sales representative, technical service representative, and area sales manager. After retirement, he was a courtesy driver for Greensboro's Autobahn Garage and Bob Neil Mercedes-Benz.

1970s

Burlon al Gault (BUSA '79), of Smyrna, Ga., died Jan. 1. He was the administrator at St. Anne's Terrace Retirement Community for 21 years.

1980s

Janet Moore Waters (ACCT '83) of Bath died Nov. 23. She was a CPA first at Pittard Perry & Crone and later at Keech & Company in Washington, where she was a partner.

ALUMNI NOTES

Alumni Highlight: Doug Smith (MKTG 2000)

If Doug Smith's name looks familiar, chances are you've gotten email from him...or at least some alumni information in your mailbox.

Smith, a 2000 graduate from the College of Business, has worked with the East Carolina Alumni Association for the past seven years – most recently as director of alumni communications and membership. He says it's the perfect job for a big-time Pirate fan.

Smith first visited ECU when he was a senior in high school, and his sister lived in Greenville as an undergraduate student. She showed him around campus during his spring break and even let him tag along to a class or two.

"I always had an interest in ECU growing up in Raleigh," Smith said. "But when I saw how ECU provides such a small town feel with the offerings of a large university, I was hooked."

Smith says he jumped right in to campus life as a student, serving as an orientation assistant, an intramural sports official, and a resident advisor for three years in Jones Hall. The icing on the cake of his ECU experience was meeting his future wife, a nursing student, at Barefoot on the Mall in 1999. They married in 2002, and as part of the wedding reception they entered the room to "Purple Haze" (similar to the start of every home football game when the Pirates enter the field). Today, he and his wife Stephanie (NURS 2002) have two children, Hannah and Ryan.

As a student, Smith initially planned to study accounting – but the first level of Managerial Accounting helped him realize that was not the best path for him.

"I had a conversation one night with Jim Westmoreland at the Student Recreation Center. I was working orientation and had just realized

that accounting was not my career path," Smith said. "At that time Jim was the director of Career Services, and he steered me to marketing since I enjoyed being an orientation assistant and 'marketing' ECU to incoming students and their families. Jim's advice was right on. And so were the teachings of business professors like Reid Claxton, Rob Frankel, and Havva Meric."

Since graduating from ECU, Smith has worked at the Greenville-Pitt County Chamber of Commerce, served as executive director of the Pitt County Girls Softball League, and performed communications-related work for Joyner Library on campus – in addition to his more recent work with the East Carolina Alumni Association.

Smith also stays active professionally. He currently serves on the Board of Directors for the Council of Alumni Marketing and Membership Professionals. In 2008, he received the Jerry F. Tardy New Professional Award from the Council of Alumni Association Executives. In addition, he's a two-time recipient of the Treasured Pirate Award, an honor that recognizes the special or unique contributions of ECU employees to the university. In 2007, he earned a Certificate in Technical and Professional Communication from ECU.

Smith says he feels blessed to be able to raise his own family in Pirate Country.

"Our people are the best, and I'd put them up against anyone," Smith said. "I'm thankful to be on campus just about every day, so that I can fully appreciate what ECU has become."



Doug Smith (MKTG 2000) and his family

College of Business

ALUMNI NOTES

Davis and Shanahan Named to ECU Board of Trustees

East Carolina University welcomed three new board members and a new chair on July 21.

College of Business alumni Deborah Davis of Richmond, Va. and Kieran Shanahan of Raleigh took their oaths as new members of the ECU Board of Trustees, along with Josh Martinkovic of Charlotte. Robert V. Lucas, a Selma attorney and 1974 graduate of ECU, took the gavel as the new chair.

Davis, 55, who grew up in Jacksonville, is currently chief operating officer of MCV Hospitals, part of the Virginia Commonwealth University Health System. Beginning when she was a student at ECU, Davis worked 32 years at Pitt County Memorial Hospital, the teaching hospital of the Brody School of Medicine at ECU, ultimately rising to the position of president. She left PCMH in 2007 for her position at VCU.

Although she now lives in Virginia, Davis continues to stay involved with East Carolina. She serves on the Women's Roundtable Board of Directors, which focuses on engaging women graduates of ECU to stay active with the university and in philanthropy. She also serves on the board of directors of the BB&T Center for Leadership, which is headed by former College of Business dean Dr. James Bearden (and who Davis got to know as a student.)

"My commitment to East Carolina and my love for and roots in eastern North Carolina make

it an absolute joy and humbling experience to now be appointed to the ECU Board," Davis said. "My fellow Board members share the passion for everything purple, and I am delighted to be afforded the opportunity to give back through service and help ensure that future generations will have the same opportunity I was given so many years ago."

Shanahan, an attorney in Raleigh, is a former federal prosecutor and experienced litigator with extensive trial court experience in federal and state courts around the country. He spent five years as an Assistant United States Attorney in the Criminal Division, where he was recognized as one of the most outstanding federal prosecutors in the country. He founded Shanahan Law Group in 2001, after deciding that a niche existed in Raleigh for a boutique law firm to handle business litigation, corporate law, and trust and title matters.

Shanahan, appointed by the Board of Governors, served four elected terms on the Raleigh City Council, is chairman of the N.C. Property Rights Coalition, and is past chairman of Prevent Child Abuse North Carolina. He is an honors graduate of the ECU College of Business (1979) and UNC School of Law (1982).

"When I graduated from East Carolina University, I never contemplated that I would one day be



Deborah Davis (BSBA 1979, MBA 1983)



Kieran Shanahan (BSBA 1979)

contributing to my alma mater in this way," Shanahan said. "I am a proud Pirate, and the opportunity to support East Carolina University by serving on the Board of Trustees is both an honor and a privilege. The amazing things that this university and its people are doing is one of the best kept secrets in North Carolina, and I look forward to serving as an ambassador for this fine institution."

Stoker Named Academic All-America



Andrew Stoker

East Carolina senior swimmer Andrew Stoker was voted to the 2011 Capitol One Academic All-America Men's At-Large Second-Team, as selected by the College Sports Information Directors of America (CoSIDA). Stoker is the 22nd ECU student-athlete to be named Academic All-America since 1984 and the first since 2008.

The Men's At-Large program for the Academic All-America includes the sports of fencing, golf, gymnastics, ice hockey, lacrosse, rifle, skiing, swimming, tennis, and water polo.

"We are extremely proud of Andrew," Pirate head coach Rick Kobe said. "This is one of the most prestigious awards you can receive as

a student-athlete. Andrew is an extremely hard worker both in the pool and the classroom, and is a very deserving recipient of this honor."

Stoker, a native of Berwyn, Pa., graduated this spring with a perfect 4.0 grade point average (GPA) as an accounting major. He was a four-time recipient of the Conference USA Academic Medal, which is given to student-athletes who have maintained a 3.75 of higher cumulative GPA, and earned Chancellor's List distinction each semester over the past four years. He served as team captain for two years.

Stoker is also active in the community. He spearheaded an ovarian cancer walk at ECU in April, inspired by his aunt's battle with cancer. On campus, Stoker served as vice president of ECU's Beta Gamma Sigma chapter, the international honor society for business programs, and he was involved with ECU's Student-Athlete Advisory Committee.

Stoker was also recognized as the 2010-11 ECU Male Student-Athlete of the Year and the 2010-11 C-USA Winter Spirit of Service Award recipient. He was also named to the ECU Potash Corp. All-Academic Team the past two years, posting the highest GPA on the swimming and diving squad.

To be eligible for Academic All-America consideration, a student-athlete must be a varsity starter or key reserve, maintain a cumulative G.P.A. of 3.30 on a scale of 4.00, have reached sophomore athletic and academic standings at his/her current institution. Since the program's inception in 1952, CoSIDA has bestowed Academic All-America honors on more than 14,000 student-athletes in Divisions I, II, III and NAIA, covering all NCAA championship sports.

STUDENT NOTES

Management Students Win International Strategy Game

Two business students in Dr. Joshua Aaron's Strategic Management class have won top honors for their team's first-place performance in an international online simulation exercise called The Business Strategy Game.

Every semester, student teams in Aaron's class operate a company in this hands-on strategy game used by more than 300 universities around the world. As they play, students are scored each week based on various performance criteria. Only top scorers are ultimately invited to participate in the Best-Strategy Invitational, a competition among the highest-performing student teams.

ECU students Charles Kariuki and Jesse Bramble received a "Grand Champion" certificate in May for winning first place in

the Best-Strategy Invitational as the overall top-performing company in their industry. The award is extended to less than five percent of all players of The Business Strategy Game. Kariuki and Bramble's team, called Epic Inc., also qualified for induction into The Business Strategy Game Hall of Fame.

This past spring, students across the globe simulated the operation of an athletic footwear company in head-to-head competition against companies managed by other class members. Company operations parallel those of actual athletic footwear companies. Just as in the real world, companies compete in a global market arena, selling branded and private-label athletic footwear in four geographic regions: Europe-Africa, North America, Asia-Pacific, and Latin America.

Student teams must make decisions relating to plant operations, distribution and warehouse operations, work force compensation, online sales at the company's web site, sales and marketing, and finance. Throughout the exercise, students strive to craft and execute a competitive strategy that results in a respected brand image, keeps their company in contention for global market leadership, and produces good financial performance as measured by earnings per share, return on investment, stock price appreciation, and credit rating.

Student Highlight: Charles Caldwell Burke Gullette

MSA student Charles Gullette is set to graduate this December with a 3.72 GPA, and he has been honored along the way with numerous scholarships and awards for his outstanding achievements. Most people don't realize, however, that for Gullette even to have a degree is outstanding in and of itself.

Originally from Ayden, Gullette grew up in and out of foster care along with his two younger sisters throughout his childhood. His parents battled alcoholism and ultimately lost their parental rights when Gullette was in the sixth grade.

An older couple named William and Barbara Burke had already raised nine grown children of their own – but they agreed to adopt Gullette and his sisters to keep them together. They also allowed Gullette to maintain a close relationship with his biological parents until both passed away.

Gullette says it's a sheer miracle he graduated from Ayden-Grifton High School in 2000, since he never applied himself and barely made passing grades. He worked at Food Lion as an office manager while taking courses at Pitt Community College but never made any real progress – oftentimes quitting a class halfway through the semester.

One day while working at Food Lion, Gullette says he had an epiphany of sorts – and he realized he was not the person he wanted to be. Right then, he dedicated himself to getting an education.

"My initial intentions were never to come to ECU," he said. "I wanted to buckle down at Pitt Community College and finish getting my associates degree in business administration. I still never thought that I might be university material, but I knew that I was at least smart enough to finish my degree at Pitt if I focused on it."

Gullette began to thrive at Pitt Community College, and he found that accounting courses sparked his interest in particular. He graduated with honors in May 2007 and then began the combined BSA/MSA program at East Carolina. Gullette earned the BSA part of his degree in May 2010, and although he had always longed to walk across the stage, he was unable to attend his own graduation; he and his new wife had just delivered their first son, Charley.

Gullette has continued to excel at ECU, earning the Beta Gamma Sigma Outstanding Senior Award, McGladrey and Pullen Accounting Scholarship, Accounting Department Book Scholarship 2011, along with the Chancellor's

list and Dean's list. He is a member of numerous honor societies, including Beta Gamma Sigma and Beta Alpha Psi. He has also worked as a graduate assistant, helping as a computer lab technician as well as an accounting tutor for undergraduate students in the College of Business. He plans to sit for the CPA exam this fall and hopes to begin a career in auditing after graduating.

"Out of my 12 brothers and sisters, I am the only one with a college degree," Gullette said. "I love learning, and I'm so proud of all that I have accomplished. It has been an amazing feat."



MSA student Charles Gullette with son Charley

College of Business

STUDENT NOTES

Student-Athletes Honored for Academic Achievement

On April 13, more than 80 student-athletes across campus were honored by ECU – with almost 20% of those being business majors. Every year, student-athletes who maintain a 3.5 or higher GPA receive recognition at the Athletic Department's Academic Excellence Awards Banquet.

The business students listed on the right were honored for their outstanding academic achievement.

Name	Sport	Major
Philip Armendarez	Football	Management
Jonathan Bailey	Men's Swimming	Accounting
Andrew Christian	Men's Swimming	Accounting
Kimberly Cummings	Women's Soccer	Mgmt. Information Systems
Jacob Davis	Baseball	Finance
Carter Gagnon	Football	Finance
Jacob Harris	Baseball	Management
David Jauss	Baseball	Management
Ashleigh Lee	Women's Track	Management
Cicely Lopez	Women's Softball	Management
Ryan Mahoney	Football	Management
Marisa Melchiorre	Cheerleading	Management
Andrew Stoker	Men's Swimming	Accounting
Warren Straub	Men's Golf	Finance

Matthews Chosen Most Promising Woman Entrepreneur of 2011



(Left to right) Dr. Michael Harris; Ann Tess, BPWN Committee Chair; Coleman Matthews, winner of BPWN's Most Promising Female Entrepreneur Award for 2011; Courtney Cason, second place recipient; Shari Tetreault, BPWN committee member; and Laura Maser, BPWN committee member.

Recent ECU graduate Coleman Matthews (MGMT '11) of Statesville has been named the Most Promising Woman Entrepreneur of 2011 by the Business and Professional Women's Network (BPWN) in Greenville.

Matthews, who received the award in April as a senior, has earned many accolades through her involvement with sororities. She was named Greek Woman of the Year, inducted into the Undergraduate Greek Hall of Fame, and received the Panhellenic Women's Scholarship. Matthews has been on the Dean's List and Chancellor's List since 2007 and maintained a 3.67 GPA. She earned a concentration in Entrepreneurship & Small Business

Management and plans to become the general manager of a greenhouse/florist business in her hometown of Statesville. Her ultimate career goal is to own a dancing studio. She has taken courses under Dance Masters of America and plans to become a certified dance instructor. The BPWN honored Matthews with a cash award and plaque.

The second place winner, Courtney Cason, also excelled academically at ECU and will be pursuing her career goals in the Research Triangle Park after graduation. Cason earned her business degree with a concentration in Business Management, maintaining a 3.58 GPA. Cason has been on the Dean's List and Chancellor's List since 2008.

Each year, the BPWN collaborates with the College of Business to honor the Most Promising Woman Entrepreneur. Dr. Michael Harris, director of the Small Business Institute® at ECU and associate professor in the Department of Management, nominates candidates who are then interviewed by the BPWN awards committee. The committee selects a winner based upon academic performance, community interaction, and future plans.

The BPWN was established on January 1, 2006, after a merger between the Women Business Owners and Women's Network. The mission of the BPWN is to promote and enhance the professional standing of women in Pitt County, N.C. Membership is open to all women looking for a professional networking organization. Information is available online at www.bpwng.org.

STUDENT NOTES

2011-2012 College of Business Scholarship Awards

The College of Business Scholarship Awards provide financial assistance for students with financial need as well as recognition for those who excel in academics, leadership, and campus and community involvement. Recipients for the 2011-2012 academic year were honored on Sept. 22 at the College of Business Scholarship Recognition Banquet. Award recipients are selected by the College of Business Scholarship Committee.

The Benton Family Access Scholarship

Maci Raney

The David A. & Pamela S. Bond Access Scholarship

Jason Bernard Harris
Erica Denis Hawkins
Jessica Ann Swanson
Stephen Allen Watson
The Eakins Scholarship
Stephon Ahmeer Thomas

The Gourley Scholarship

Holley Watts

The Tom Savitski Scholarship

Robert Batchelor

The Kel Normann Business Scholarship

David Patrick Jauss

The Risk Management & Insurance Program Scholarship

Christian Denise Airington
Trevor Ryan Black
Hillary Kate Cork
Kristi Lee Fogelquist
Heather Faye Glisson
Thomas Joseph Hill
Jacqueline Lukas
Sarah Beth Maguire
Jesse Rogers
Brandon Jeffery Serbus
David Thomas Taylor
Justin Bradford Wadsworth

The Archie R. Burnette Scholarship in Finance

Joshua Sobel Anderson
Robert Bradley Brumbaugh

The Mark & Tracy W. Copeland Accounting Scholarship

Kevin J. Hale
Natalie Allen Tetterton

The Howard and Virginia Brown Community Service Award

Casey Marie King

The Margery W. and R. Roy Pearce Scholarship

Amanda Hooper Walters

The Frank and Rene Floyd Scholarship

Kendell Harris
Keturah Mayberry

The Grady and Martha Davis Scholarship

Brooke King Kessing

The Ernst & Young Accounting Scholarship

Alesha M. Schillig
Walter Douglas "Trey" Vliet

The Donald L. and Barbara H. Hatch Scholarship in Marketing

Andrew Blazek

Elizabeth A. & Kenneth A. Schneider Accounting Scholarship

Ashley West

McGladrey & Pullen Alumni Scholarships

Camille Marie Hefner
Lucas William Nash

The McGladrey & Pullen Accounting Scholarship

Isabell Katharina Maegebier

The Danny R. Scott Scholarship

Emilio Esteban Santiago

The RBC Bank Scholarship

Brandon David Hall
Vishal Shah

The Bruce and Amanda Austin Scholarship for Business and Medicine

Danielle Marie Bliss

The Mandy Kelly Beta Alpha Psi Scholarship

Jordan Blaine Myers

The Beta Gamma Sigma Scholarship

Philip Tyler Barr

The George Coffman Scholarship

Samantha L. Sweeny

The Commerce Club Scholarship

Chelsea Benner
Andrew David Steffensen

The Connally Branch Scholarship

Joseph Villari

The Edward Jones Scholarship in Memory of Landon Blackley

James Barber

The Emma Morris Scholarship

Vondella Smith

The Hal S. Johnson Scholarship

William Coleman Spain

The Hickman Family Scholarship

Reginald J. Little

The Independent Insurance Agents of North Carolina Scholarship

Hillary Kate Cork
Kristi Lee Fogelquist
Rhiley Suzanne Kennedy

The James E. & Deborah L. Hooper Scholarship

Joy Ruth Holleman

The James W. and Anne H. Nordan Scholarship

Heather Jean Nelson

The Judi Marvel Scholarship

Christine Collum

The Latney W. Pittard Memorial Scholarship

Danielle Oleta Stanley

The Michael L. Bunting Business Scholarship

Mark Andrew Hatcher

The North Carolina Board of CPA Examiners Scholarship

Davidson Burton Gillette

The North Carolina Board of CPA Examiners Exam Coupon

Melissa Davids Ebili

The NCACPA Scholarships

Virginia Driggers
Brian James B. Ferguson
Stephanie W. Rose
Abigail Lynn Shoemaker

The Raymond and Martha Jones American Marketing Association Scholarship

Alejandra Anez-Citraro

The Student Accounting Society Scholarship

Kseniya V. Shakotko

The Michael & Rose O'Hara Scholarship

Laura Doran
Delores Huemiller

The Frank Booth Memorial Scholarship

Travis Jackson Strickland

The Margaret Pthisic Memorial Scholarship

Breonna Shari Godette

The William H. and Lisa D. Shreve Scholarship

Adam Bradford Wells

The Greenville-Pitt Board of Realtors Scholarship

Joshua Idol

The Audrey J. Smith Scholarship

Tamon Myrick

The Management Department Student Award

Shelby E. Boruff

The J. Fred Hamblen Scholarship

Casey Makovy

The University Book Exchange Business Scholarship

Michelle A. Bryce
Zachary Joseph Carideo
Kylie J. Moss

The Anna Francis and Philip Alexander Jukoski Memorial Scholarship

Brooke Barton McGuirt

The Andrew J. Pappas Memorial Scholarship

Micah Leggett

The Gwen Potter Scholarship

Jessica Hope Boyd

The Elsie L. & Silas D. Abernathy Scholarship

Emily Irene Molgaard

The James L. and Ann T. Bichsel Scholarship

Joshua T. Carter

The Conley Marketing Scholarship

Nicolaas Steven Silverstein
David Allen West

The Commerce Club Book Scholarship

Sean Austin Dunn
David Eckell
Carter Joseph Gagnon
Antoine Elias Khoury
Stephen W. Kretschmer
Marisa Ashley Melchiorre
Kesler A. Pollard
Barton Shoulars
Adam E. Thornton
Diana Tong

The Associated Property Brokers Scholarship

Justin Bradford Wadsworth

The Credit Professionals International Scholarship

Alex Wadford

The First American Savings Bank Scholarship

Christina Weaver

The Institute of Management Accountants Scholarship

Kelley Lynn Cox

The Department of Accounting Book Scholarship

Charles Gullette
Charles Scott Gupton
Cody Lawson
Samantha T. Reed

College of Business

ADVANCEMENT NOTES

When Making your Estate Plans, Place East Carolina University Among your Loved Ones

We all hope to leave our legacy through our family, friends, and loved ones. Ultimately we hope to leave behind our precious gained lifetime assets to those who are most important to us. The College of Business always encourages families to take care of themselves first, but if there are other assets remaining after satisfying those goals please think of leaving your perpetual legacy at your college.

A bequest provision is among the simplest yet most effective ways to make a long lasting impact at ECU. By naming the East Carolina University Foundation, Inc. as beneficiary of a percentage or specific dollar amount from your estate, you are investing in the future of young people in the College of Business for generations to come. Most often donors consider establishing an endowment that can be named for a special loved one or the family. An endowment for scholarship support can be established for as little as a minimum \$25,000 bequest commitment.

Thank you for considering giving deserving students educational support and the opportunity for an outstanding future.

For more information about bequest provisions or any planned giving instruments, please call Colin O'Connor, Senior Major Gifts Officer for the College of Business, at 252-328-9562 or e-mail oconnorc@ecu.edu.

Visit us online at www.ecu.edu/devt

Annual Giving to ECU



As we begin the fall semester, you've heard news of budget cuts across higher education in the state of North Carolina. We've seen the headlines and wonder what the future holds. There's no question, the \$49 million budget cut in state funding will have a significant impact on East Carolina University.

What does this mean for academics at ECU and for all current students? Each college and department is faced with the daunting

task of cutting its budget. Despite this financial challenge, ECU is committed to protecting its student experience. With your help we will remain a strong university, devoted to North Carolina and to the 41 counties in the east.

Annual alumni contributions to ECU's academic programs provide resources for student scholarships, state-of-the-art equipment, and programs that enrich the educational experience of each student. Your donations will have a greater impact this year than

ever before. Your support will cover the gap left by the reduction in state money.

Every dollar makes a tremendous difference. Thank you for your continued support!

Throughout the year, ECU's Annual Giving program provides multiple avenues for alumni to have an impact on the academic area of your choice. Giving through direct mail, over the phone or online at www.giving.ecu.edu, your contribution will impact students today.

Your annual contribution to your college or department will keep programs in place and provide materials and equipment. Your donation combined with donations from fellow Pirate alumni will impact students today.

You don't have to wait for a phone call or a letter in the mail. ECU Annual Giving is always available at **www.giving.ecu.edu**. By giving online your gift will go to immediate use and save the cost of paper, postage and resources—maximizing the impact of your gift. As with all Annual Giving opportunities you can support the area you treasure the most.

Thank you for your consideration in giving educational support to deserving students as well as the opportunity for an outstanding future.

As an annual donor you are an ongoing partner in ECU's success. Thank you!

75 YEARS OF EXCELLENCE

ADVANCEMENT NOTES

The Diamond Anniversary Campaign

Every great university needs the support of an equally great alumni.

In 1986, the College of Business – then known as the School of Business – undertook the university's first capital campaign for an academic unit when the school celebrated its 50th anniversary. This Golden Anniversary Campaign quickly surpassed its \$2 million goal, providing important funds to help expand programs while supporting students and faculty development.

Today, 25 years later, we ask for your support again through the College's Diamond Anniversary Campaign. One of our biggest objectives of the campaign is to create an endowment of \$7.5 million to establish merit-based scholarships.

Now that the College of Business is a four-year school, attracting the best high school students—and ensuring access to an East Carolina University education—rank among our highest priorities in the College of Business. Merit-based scholarships signal to students

that we recognize their achievements, we want them to attend our university, and we value their future contributions. In fact, a competitive merit program is one of the most effective ways for the College of Business to recruit students with exceptional academic and leadership potential. Merit-based scholarships are also valuable tools to help defray the cost of an ECU education for high-achieving students who do not meet the federal standards for need-based financial aid.

The 75th Anniversary Merit-Based Scholarship Pool will give us a critically important tool to attract these top-performing students, typically high school seniors still deciding where to attend college. ECU attracts talented students from North Carolina and beyond, and the best of these students have many opportunities. Your generosity will assist us in recruiting the best and brightest to Pirate country.

Thank you to students, alumni, corporate partners, staff, and faculty who have helped to shape the program over the years. This will be an exciting year as we celebrate 75 years of excellence.

For more information about supporting the College of Business Diamond Anniversary Campaign, please contact me. Your gift makes a difference.



Colin O'Connor
Senior Major Gifts Officer and
Director of Academic Leadership Programs
Philanthropy
College of Business
East Carolina University
252-328-9562
oconnorc@ecu.edu
www.ecu.edu/cs-bus/support.cfm

Keeping Connected with your ECU College of Business

Hello ECU College of Business Alumni and Friends,

My thanks to so many of you who have used the business.ecu.edu/CONNECT link from the ECU College of Business homepage. I am especially grateful for the following four things, based on what I have seen in you as College of Business alumni.

- **Awareness:** Although we lose some addresses each mailing, we are glad you appreciate our Stocknotes, Annual Report, and targeted emails to Commerce Club members.
- **Action:** Your willingness to talk with a current student by phone or email through me has been a wonderful act, allowing them to learn from your experiences.
- **Awards:** We have had many of our College of Business alumni receive special alumni awards, and we welcome your recommendations as you have kept up with many of those who were students with you. For example, I recently spoke with a graduate in Austin, Tex., and reflected on her classmate now in California. You are also helping many students through your \$50 Commerce Club donation, which helps fund the Commerce Club Book Scholarships and Awards, along with the publication of Stocknotes.
- **Appreciation:** I appreciate the roles you have in your communities. You talk to high school and college students who want to know about your work or leadership. Thank you also for serving as a point of contact in

your city or region, for working with our Business Advisory Council, and for serving/offering insights with the advisory groups for MIS and other departmental work groups.

I am always just an email or phone call away. I would enjoy hearing from you at either westmorelandj@ecu.edu or 252-328-0130.



James R. Westmoreland, Ed.D.
Associate Dean for External Affairs
College of Business
East Carolina University
Greenville, NC 27858
(252) 328-0130
westmorelandj@ecu.edu

College of Business—Commerce Club

1200 Harold H. Bate Building
East Carolina University
Greenville, NC 27858-4353

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Outstanding Seniors Named for 2010-2011

Five outstanding seniors from each department in the College of Business were honored for their academic achievement during the annual Graduate Recognition Ceremony in May 2011.

The Department of Accounting honored Andrew Stoker, the team captain of ECU's varsity swim team. He plans to return to his home state of Pennsylvania and work with PricewaterhouseCoopers, where he was an intern last summer.

The Department of Finance selected Ashley Wetherington as its outstanding senior. She plans to pursue her MBA at Clemson and begin a career in finance.

The Department of Management named Jessica Forbes as its outstanding senior. She plans to pursue her MBA at ECU and earn a Graduate Certificate in Professional Communication.

Tim Bryant was selected by the Department of MIS as its outstanding senior. He has accepted employment with Orasi Software in Greensboro, N.C., and is the first online student to receive the outstanding senior award.

The Department of Marketing & Supply Chain Management honored Brittany McKinney, who will pursue her MBA at ECU and ultimately work in advertising.



Outstanding Seniors for 2010-2011

ARE YOU CONNECTED?

From Facebook to YouTube, there are many ways to stay connected to the College of Business!

Visit us online at

business.ecu.edu/CONNECT

About Stocknotes

Stocknotes is published by the Commerce Club, ECU's College of Business alumni organization. It is designed to connect, engage, and inform alumni, partners, and other friends of the College of Business.

You can also read Stocknotes online at <http://www.ecu.edu/cs-bus/stocknotes.cfm>, where both past and current issues are available.

We welcome your letters and comments.

Please e-mail cclub@ecu.edu or contact us at 252-328-6377.

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